What is Claimed:

1. 1.   A display-information deciding method, executed by a
2. display-information deciding apparatus, for transmitting
3. display-information to an information terminal having a display
4. screen and an input unit, comprising the steps of:

5.   (a)   analyzing a page template specified by a
6.   display-information obtaining request sent from the
7.   information terminal;

8.   (b)   obtaining display-area specifying information
9.   and display attribute information from said page template;

10.   (c)   obtaining a plurality of pieces of content
11.   specifying information related to said display-area
12.   specifying information;

13.   (d)   inspecting a plurality of display conditions
14.   respectively related to each of said pieces of content
15.   specifying information to determine whether each display
16.   condition has a content to be embedded in said page
17.   template;

18.   (e)   shaping at least one content determined to be a
19.   content to be embedded in said page template in accordance
20.   with said display attribute information; and

21   (f)   transmitting said at least one shaped content to

22   the information terminal.

1   2.   A display-information deciding method, executed by a

2   display-information deciding apparatus, for transmitting

3   display-information to an information terminal having a display

4   screen and an input unit, comprising the steps of:

5   (a)   analyzing a page template specified by a

6   display-information obtaining request sent from the

7   information terminal;

8   (b)   obtaining display-area specifying information

9   from said page template;

10   (c)   obtaining a plurality of banner beans related to

11   said display-area specifying information in the

12   display-information deciding apparatus;

13   (d)   inspecting a plurality of schedule conditions

14   respectively related to each of said banner beans to

15   determine whether each schedule condition is a bean

16   including a banner to be embedded in said page template;

17   (e)   obtaining display-image specifying information

18   and link-destination-URL specifying information from a

19   banner bean judged as a bean including a banner to be

20   embedded in the page template; and

21   (f)   transmitting display image data corresponding to

22   said display-image specifying information and character

23   string information corresponding to said

24   link-destination-URL specifying information to the

25   information terminal.

1   3.   A display information deciding method, executed by a

2   display-information deciding apparatus, for transmitting

3   display information to an information terminal having a display

4   screen and an input unit, comprising the steps of:

5   (a)   analyzing a page template specified by a

6   display-information obtaining request sent from the

7   information terminal;

8   (b)   obtaining display-area specifying information

9   from said page template;

10   (c)   obtaining a plurality of pieces of content

11 specifying information related to display-area specifying

12 information;

13   (d)   inspecting a plurality of display conditions

14   respectively related to each of said pieces of content

15   specifying information to determine whether each display

16   condition has a content to be embedded in said page

17   template; and

18   (e)   transmitting at least one content judged as a

19   content to be embedded in said page template to the

20   information terminal.

1   4. A display-information deciding method, executed by a

2   display-information deciding apparatus, for transmitting

3   display information to an information terminal having a display

4   screen and an input unit, comprising the steps of:

5   (a)   defining a page-template bean for holding as a

6   property information for specifying an HTML file,

7   including a Servlet, defining section containing

8   display-area specifying information as a parameter;

9   (b)   obtaining content specifying information from a

10   part bean determined to be a part bean for holding content

11   specifying information for specifying content of a part

12   displayed in a display area as a property;

13   (c)   setting schedule information serving as a

14   condition for contents to be displayed in said display

15   area to said part bean; and

16   (d)   holding said part bean and display-area

17   specifying information by relating said part bean and said

18   display-area specifying information with each other.

1   5.   A display-information deciding system including a

2   display-information deciding apparatus for transmitting display
3   information to an information terminal having a display screen
4   and an input unit, comprising:

5   (a)   a display-area content creator for analyzing a
6   page template specified by a display-information obtaining
7   request sent from the information terminal, obtaining
8   display-area specifying information from said page
9   template, and obtaining a plurality of pieces of content
10   specifying information related to display-area specifying
11   information;

12   (b)   a schedule engine for inspecting a plurality of
13   display conditions respectively related to each of said
14   plurality of pieces of content specifying information to
15   determine whether each display condition has a content to
16   be embedded in said page template; and

17   (c)   web server software for transmitting at least
18   one content judged as a content to be embedded in said
19   page template to the information terminal.

1   6.   A display-information deciding system including a data
2   base to be accessed by a display-information deciding apparatus
3   for transmitting corresponding display information in response
4   to a request for obtaining an HTML file including a Servlet
5   defining section containing display-area specifying information
6   as a parameter from an information terminal having a display

7   screen and an input unit, comprising:

8   (a) a component DB for storing a part bean holding

9   content specifying information for specifying the content

10   of a part displayed in a display area as a property; and

11   (b) an arrangement rule DB for storing an

12   arrangement object for holding said part bean, the

13   display-area specifying information, and schedule

14   information serving as a condition for said part bean to

15   be displayed in said display area by relating said part

16   bean, the display-area specifying information, and said

17   schedule information with each other.

1   7.   A storage medium for storing a display-information

2   deciding program to be executed by a display-information

3   deciding apparatus for transmitting display information to an

4   information terminal having a display screen and an input unit,

5   wherein the program includes:

6   (a) program code for instructing the

7   display-information deciding apparatus to analyze a page

8   template specified by a display-information obtaining

9   request sent from the information terminal;

10   (b) program code for instructing the

11   display-information deciding apparatus to obtain

12   display-area specifying information and display attribute

13   information from said page template;

14   (c)   program code for instructing the
15   display-information deciding apparatus to obtain a
16   plurality of pieces of content specifying information
17   related to display-area specifying information;

18   (d)   program code for instructing the
19   display-information deciding apparatus to inspect a
20   plurality of display conditions respectively related to
21   each of said plurality of pieces of content specifying
22   information and determine whether each display condition
23   has a content to be embedded in said page template;

24   (e)   program code for instructing the
25   display-information deciding apparatus to shape at least
26   one content determined to be a content to be embedded in
27   said page template in accordance with said display
28   attribute information; and

29   (f)   program code for instructing the
30   display-information deciding apparatus to transmit said
31   shaped content to the information terminal.

1   8.   A storage medium for storing a display-information
2   deciding program, executed by a display-information deciding
3   apparatus, for transmitting display information to an
4   information terminal having a display screen and an input unit,

5   wherein the program includes:

6   (a)   program code for instructing the
7   display-information deciding apparatus to analyze a page
8   template specified by a display-information obtaining
9   request sent from the information terminal;

10   (b)   program code for instructing the
11   display-information deciding apparatus to obtain
12   display-area specifying information from said page
13   template;

14   (c)   program code for instructing the
15   display-information deciding apparatus to obtain a
16   plurality of banner beans related to said display-area
17   specifying information in the display-information deciding
18   apparatus;

19   (d)   program code for instructing the
20   display-information deciding apparatus to inspect a
21   plurality of schedule conditions respectively related to
22   each of said plurality of banner beans and determine
23   whether each schedule condition is a bean including a
24   banner to be embedded in said page template;

25   (e)   program code for instructing the
26   display-information deciding apparatus to obtain
27   display-image specifying information and

28   link-destination-URL specifying information from a banner

29   bean judged as a bean including a banner to be embedded in

30   said page template; and

31   (f) program code for instructing the

32   display-information deciding apparatus to transmit display

33   image data corresponding to the display-image specifying

34   information and character string information corresponding

35   to said link-destination-URL specifying information to the

36   information terminal.

1   9. A storage medium for storing a display-information

2   deciding program to be executed by a display-information

3   deciding apparatus for transmitting display information to an

4   information terminal provided with a display screen and an

5   input unit, wherein the program includes:

6   (a) program code for instructing the

7   display-information deciding apparatus to analyze a page

8   template specified by a display-information obtaining

9   request sent from the information terminal;

10   (b) program code for instructing the

11   display-information deciding apparatus to obtain

12   display-area specifying information from said page

13   template;

14   (c) program code for instructing the

15 display-information deciding apparatus to obtain a

16 plurality of pieces of content specifying information

17 related to display-area specifying information;

18   (d) program code for instructing the

19 display-information deciding apparatus to inspect a

20 plurality of display conditions respectively related to

21 each of said plurality of pieces of content specifying

22 information and determine whether each display condition

23 has a content to be embedded in said page template; and

24   (e) program code for instructing the

25 display-information deciding apparatus to transmit at

26 least one content judged as a content to be embedded in

27 said page template to the information terminal.

1 10. A storage medium for storing an object to be accessed by a

2 display-information deciding apparatus for transmitting

3 corresponding display information in response to a request for

4 obtaining an HTML file including a Servlet defining section

5 containing display-area specifying information as a parameter

6 sent from an information terminal having a display screen and

7 an input unit, comprising:

8   (a) a part bean holding content specifying

9   information for specifying content of a part bean

10   displayed in a display area as a property; and

11

12   (b)   an arrangement object for holding said part

13   bean, the display-area specifying information, and

14   information serving as a condition for said part bean

15   to be displayed in said display area by relating said

16   part bean, the display-area specifying information,

17   and said condition-serving information with each

18   other.

1   11.   A storage medium for storing an object to be accessed by

2   a display-information deciding apparatus for transmitting the

3   corresponding display information in response to a request for

4   obtaining an HTML file including a Servlet defining section

5   containing display-area specifying information and display

6   attribute information as parameters sent from an information

7   terminal having a display screen and an input unit, comprising:

8   (a)   a banner bean holding banner-display-image

9   specifying information for specifying a display image

10   of a banner displayed in a display area and

11   banner-link-destination-URL specifying information for

12   specifying a link destination URL of said banner as

13   properties; and

14   (b)   an arrangement object for holding said banner

15   bean, the display-area specifying information, and

16   schedule information serving as a condition for said

17   banner to be displayed in a display area by relating

18   said banner bean, the display-area specifying

19   information, and said schedule information with each

20   other.